

# Hayward Highlights

THE HEART OF THE BAY™

Important news, useful information and progress we're making in getting work done to improve day-to-day life in the City.

## Subscribe! It's Free!

Visit the **Newsletter's webpage** on the City's website to sign up to receive it via email or download it directly.



## How Can We Help?

Use [www.accesshayward.com](http://www.accesshayward.com) to find the information you need from the City, make a service request or ask a question. Your submittal will go directly to the staff member who can best help.

## Bring Home a Pet Today Visit Our Hayward Animal Shelter

Have you ever considered pet adoption? Adopting a pet is a wonderful way to add a new member into your family. Pets provide their owners with more than just unconditional love and devotion. Research has shown that there are great health benefits to sharing your life with a pet.

For children, those benefits are even greater. Children who grow up with a pet tend to play outside more, be more physically active, and display im-



proved social skills and self esteem. Having a family pet is also a great opportunity for parents to teach their children kindness and responsibility. Helping to teach our future generations about

responsible pet ownership, compassion for animals, and safety around animals is something that the Hayward Animal Shelter is proud to be a part of.

To help educate and promote pet ownership in Hayward schools, the shelter sponsors an annual Humane Education Program during the annual "Be Kind to Animals Week." During this special week, "people are encouraged to celebrate the unique bond between humans and animals." Hilary Drake, a shelter volunteer, established this annual outreach program which focuses on teaching future generations compassion for animals, responsible pet ownership, and safety around animals. During this year's program, Hilary, accompanied by an assistant and a

furry or feathery companion, visited a combined 58 classrooms at 11 local schools, reaching approximately 1,650 students. These



classroom visits helped to inspire children to share their new found knowledge through pictures, poems, and letters, which are now on display at the shelter. Hayward Animal Shelter Volunteers also sponsor a year's subscription to "Kind News," (a magazine published by the Humane Society of the United States) for local classrooms.

Stop by the shelter to adopt a pet, visit the animals, or just to see the local children's amazing art-



work. Know someone who is interested in adopting a pet? Shelter open hours are Tuesday thru Saturday from 1 to 5pm. There's a special

event coming up toO! Please join us for the "Home for the Holidays" adoption event on Saturday, December 14. All adoptions are only \$20 and there will be activities for the kids.

*Hayward Animal Shelter, 293-7200  
16 Barnes Ct., 94544*

## In This Issue News from the City & the Work it is Doing

### Hayward 9-11

**Memorial** Donations now being accepted for new Hayward memorial. See the proposed design. **Page 2**

### Where Does It Go?

Hayward provides clean water and treats wastewater. What happens to the water after it goes down your drain? **Page 4**

### New Airport Building

Construction in progress for new admin building—one cool feature—runway viewing patio. **Page 5**

### Planning for a New

**Library** Look for future meeting dates to develop and finalize the new library details. **Page 7**

**Code Red** Hayward's emergency notification system. Go online today to sign up to receive public safety announcements. **Page 8**

## Visit or Contact Us!

Call 583-4000 or on the Web at [www.hayward-ca.gov](http://www.hayward-ca.gov).

**City Hall**, at 777 B Street, is open Mon-Fri 8-5 with some City departments, like Revenue Division and Development Services, having modified hours.

**Hayward Library Branch** hours are Mon-Wed 11-8, Thurs-Sat 10-5 and closed Sun.



## City Council Meetings

The Council meets the 1st, 3rd, and 4th Tuesdays at 7pm on the second floor of City Hall. To receive Council agendas via e-mail, contact the City Clerk at 583-4400 or [cityclerk@hayward-ca.gov](mailto:cityclerk@hayward-ca.gov).

## Proposed 9-11 Memorial Fund Raising Efforts Under Way



A 9-11 Memorial has been designed and approved to be built in Hayward. Passersby may have noticed the promotional signs at the site on Mission Blvd, which advertise the project and bring awareness to the project's fund raising efforts.

The proposed 34' deep by 40' wide memorial, in honor of 9-11 heroes, Hayward first responders, and military veterans and their families, has been approved by the Hayward City Council. The proposed memorial will be located near the former City Hall and Giuliani Children's Park, in a grassy area along the east side of Mission Blvd, north of D St.



The proposed memorial is comprised of a center flag pole, red granite monument piece, and four black granite monuments with laser-etched images dedicated to those who lost their lives on September 11, 2001 at the Twin Towers (in New York City), at the Pentagon (in Washington, DC), and on board Flight 93 (in Pennsylvania).

Michael Emerson, a U.S. Marine Corps veteran, designed and proposed the project to the Hayward City Council. Emerson has committed to manage, raise funds, and secure volunteers to build the new memorial. Emerson previously organized support and built a Flight 93 Memorial in Union City, along with being the project designer and manager for a Veterans Memorial in Castro Valley.

Donations are now being accepted. To learn more, or donate to the memorial, visit [hayward911memorial.com](http://hayward911memorial.com).

*Site Location: 22738 Mission Blvd., 94541*

## When Ants Invade Try Preventative Measures First

With the rainy season approaching, so come unwanted pests invading your home. When it rains, ants will look for dry, warm places to live and find food. Unfortunately, a homeowner's common response to ant invasions is to spray indoors and outdoors with chemicals that are harmful to family, pets and the environment by polluting waterways. These chemicals are transported by rain water to the storm drain, and then are discharged to creeks and to the Bay.

No amount of spraying will prevent ants from entering your home. Instead, focus efforts on discouraging ants by using non-chemical methods such as caulking entryways, cleaning up food sources, and baiting when necessary. Try using an Integrated Pesticide Management approach, using preventative methods first, and then relying on harsh chemicals as a last resort. It's healthier for you and the environment.

On the web: <http://www.ipm.ucdavis.edu>

## Low Cost Transportation For Those Who Qualify



Maintaining dependable transportation for medical appointments or shopping can be a challenge when driving is no longer a good option. Accessible, reliable transportation can make all the difference between isolation and involvement. Hayward's Paratransit Program can help by providing low-cost transportation services for seniors age 70+ and people with mobility impairments. To be eligible, applicants must live in Hayward, Castro Valley, San Lorenzo or the unincorporated areas of San Leandro, and be unable (due to age or infirmity) to use other methods of public transportation like BART or AC Transit. Hayward Paratransit is a supplementary and complementary service to East Bay Paratransit, which serves all of Alameda County. Both programs are made possible by Measure B Funding.

*Paratransit Program, 583-4230  
777 B St., 94541*



## Community and Police Meet Conversations Over Pizza

The Hayward Police Department hosted its first "Pizza Social with the Police" on September 21 at



Pizza Ultimate located on Mission Blvd. This community event brought residents and police officers together for a casual meet-and-greet that included free

pizza, buffalo wings, and soda.

Approximately 75 Hayward residents dropped in between noon to 2pm to ask questions, share concerns, and share suggestions with the police staff. The District Commanders, Patrol Division Officers,



District Command Officers, and Crime Prevention Specialists were on hand and listened to what the community members had to say. City Council Members Al Mendall, Mark

Salinas, and Francisco Zermeno were also in attendance. This event helped to foster police and community relationships and encouraged residents to start neighborhood watch groups in their area.

*Hayward Police, 293-7200*

300 W. Winton Ave., 94544

## Preparing for Winter Weather Storm Drain Maintenance

The City's Street Maintenance staff has begun their annual storm drain maintenance cleaning pro-



gram in preparation for the winter season. The City of Hayward's storm water drainage infrastructure consists of

3,300 individual drain inlets that are all interconnected to carry rain water from our City streets and neighborhoods directly into San Francisco Bay. While annual cleaning focuses on allowing proper water flow and decreasing localized flooding through the removal of vegetation, it also



allows staff to remove trash and debris within drain inlets before they make their way into the Bay. Staff



typically completes the maintenance and cleaning of each drain within the City by December 31. Just another way the Maintenance Services Department supports

Council's priorities of safe, clean, and green in our daily work for the residents of Hayward.

*Street Maintenance, 881-7745*

24505 Soto Rd., 94544



## Neighborhood Clean-Ups

Join your neighbors in cleaning and greening our City every 4th Saturday from 8:30 to Noon. **It's easy!**

### January 25

South Garden Neighborhood  
Shiloh Baptist Church  
22582 South Garden Ave.

### February 22

Tyrrell-Glassbrook Neighborhood  
Corner of Tyrrell Ave. & Shepherd Rd.

### March 22

Upper B Street Area  
Corner of B St. and Vermont St.

### April 26

Jackson Triangle Neighborhood  
John Muir Elementary School  
Site, 24823 Soto Rd.

On the web: [bit.ly/hcgftf2](http://bit.ly/hcgftf2)

## Important Hayward Contacts People & Services to Help You Get Things Done

### General City Info, 583-4000

#### Access Hayward, [www.accesshayward.com](http://www.accesshayward.com)

Look up a topic, make a request, or report a problem

### Animal Services, 293-7200

Adoption; Dog Licensing; Lost & Found Animals; Dead, Stray or Wild Animals

### Building Division, 583-4140

Building Inspections, Permits, and City Codes

### City Clerk, 583-4400

Passports, Notary Public, Certificate of Residence, Requests for Records and Documents

### Code Enforcement, 583-4143

Problems on private property, such as trash, graffiti, weeds, or inoperable vehicles; Residential Rental Inspection Program

### Fire Prevention, 583-4900

Fire Permits, Inspections, Plan Review; Hazardous Materials; Fire Education

### Public Library, 293-8685

Adult, teen, and kid programs; community outreach; homework help; literacy tutoring

### Maintenance Services, 881-7745

Public right-of-way problems with graffiti, illegal dumping, street signs, or street trees

### Planning Division, 583-4200

Planning Permits, Zoning Information, Planning Resources and Information

### Police, General Information 293-7272

Emergency 9-1-1, Non-Emergency 293-7000

### Public Works Engineering & Transportation 583-4730

### Public Works Utilities and Environmental Services, 583-4700

### Revenue Office, 583-4600

Water Bills, Business License Taxes, Parking Tickets, Administrative Citations, Emergency Facilities Tax



## Hayward's General Plan Update

The City of Hayward is updating its General Plan. The General Plan is the City's basic planning document and provides a blueprint for development citywide. **We need your input about the future of Hayward!** Get involved by joining the conversation online [hayward2040.org](http://hayward2040.org) or reading more at [hayward-ca.gov/generalplan](http://hayward-ca.gov/generalplan)

## Help Stop Illegal Dumping



Illegal dumping poses a health and safety danger, reduces quality of life,

and lowers Hayward property values. **Help make Hayward a safe, clean, and green community.** Any time you see someone dumping trash in the public right of way, **report dumping in progress to the Police Department at 293-7000. Report already dumped items to Maintenance Services Department at 881-7745.**

## Where Does It Go? Biosolids Put to Good Use

Have you ever wondered "where does it go" when you use water to wash your hands, take showers, or wash your dishes? There are two answers: the water ultimately goes into the San Francisco Bay, and the solid material that is extracted from the water becomes a beneficial product called "biosolids."

When wastewater leaves your home, it enters the City's underground network of sewer pipes, and with some help from gravity, flows into our City treatment plant. The water is then treated through a series of processes to clean and disinfect it before being discharged into the bay. In the process, solids are removed and processed. Bacteria are used to decompose the solids and convert them to nutrient-rich organic materials known as biosolids. The material is then dried by the sun and wind, and then stringent testing is applied to classify them as "Class A."

Each year, the City treatment plant produces an average of 6,000 tons of Class A biosolids from over 4 billion gallons of wastewater received and treated at the plant. Recently, plant staff completed the 2013 biosolids harvest. The biosolids were hauled to Altamont Landfill to be used as a beneficial cover, control odors, vectors, and blowing litter. It's another great way that the City of Hayward recycles.

*Water Pollution Control Facility, 293-5395*  
3690 Enterprise Ave., 94545

## Bay-Friendly Landscaping Signs Educate



The "Bay Friendly" landscaping model has been used for some recent City improvement projects. Two examples can be found along the Route 238 Corridor Improvement Project and at the Industrial Parkway Landscape Improvement Project. Stop by to see an example of a "Bay Friendly" landscape design at Five Flags Park area near the foot of Bret Harte Middle School (Main and E Streets). Another example is located at the triangle intersection of Industrial Blvd and Ruus Road. At each location, signs provide information about conserving natural resources and the City's commitment to sustainable approaches to landscape design, construction, and maintenance. Stop by to see what "Bay Friendly" looks like and to read about it on one of the two new signs.

*Michelle Koo, Landscape Architect, 583-4208*  
777 B St., 94541

## City of Hayward Proclamation POW/MIA Day

On September 20, at a ceremony at Five Flags Park, Council Member Marvin Peixoto presented a proclamation to Edward R. Castillo, Commander of the American Legion-Hayward Post 68, proclaiming September 20 as POW/MIA Recognition Day in the City of Hayward.



During the ceremony, members of Post 68 raised an American flag for the first time on each of the 5 new flag poles in the Five Flags Park located at the intersection of Mission-Foothill-Jackson. The group also presented a POW/MIA flag to the City and raised it on the center flag pole in memory of the nation's POW/MIAs. During the ceremony, Mr. Peixoto called upon the Hayward community to recognize and appreciate the sacrifices made by all members of the



Armed Forces, past and present, with the enduring hope for the safe return of our prisoners of war and those who are missing in action.

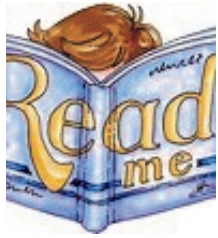
*Location: 22863 Foothill Blvd., 94541*





## Can You Read This?

### Many in Our Community Can't! Volunteer To Help Today



Did you know that 1 in 5 adults in California lack basic literacy skills, and nearly 1 in 20 can't read at all? A recent National Assessment of Adult Literacy found that 22 percent of American adults read below

the 8th grade level, with approximately 5 percent reading below the 3rd grade level or not at all. In Hayward alone, this means that up to 25,000 adults in our City read and write below the 8th grade level, and nearly 5,000 adults are functionally illiterate.

When this many people can't read effectively, or fill out a job application, or help their children with their schoolwork, or read and understand health information, our community and local economy suffers immensely. From lost and unrealized earning potential, to the long-term strain on our safety net services, illiteracy impacts the entire community.

The Hayward Library has been working to change

these numbers. For 28 years, the City of Hayward has worked to turn this trend around and change illiterate people's lives for the better, 1 learner at a time, through the Hayward Public Library's volunteer-driven Literacy Plus Program. The dedicated corps of over 100 skilled volunteer tutors provides quality tutoring that transforms lives and helps build a stronger community. Since 1985, thousands of adult learners have achieved their literacy goals; however, there are nearly 25,000 Hayward adults in need of literacy training right now.

Imagine what we could do with more volunteers, more learning spaces, and more support. To learn more about what you can do to help bring the power of literacy to Hayward, visit [haywardliteracyplus.com](http://haywardliteracyplus.com).

*Hayward Library*, 293-8685  
835 C Street, 94541

## Rescue All the Animals!



Hayward's Animal Shelter has a pet for you and your family.

Adopt today! You can meet at the Animal Shelter or one of the local events that our animals visit. The Shelter's website has full details and contact info.

[www.haywardanimals.org](http://www.haywardanimals.org)

## Something New Is Happening At the Hayward Executive Airport

### New Administration Building Under Construction

There's something new and exciting going on at the Hayward Executive Airport. A new airport administration building is currently being constructed and should be complete by June.

The building will provide new amenities that are not currently available for local and visiting pilots including a pilot lounge, weather briefing room, vending area, and a meeting room with seating for 45.



Visitors to the airport will also be treated to a runway viewing area, where they can watch planes take off and land from a patio, and even listen to communications between pilots and the control tower.

The airport has a rich history and was originally a World War II fighter base. The new administration

building will honor its past with a display case for airport photographs, artifacts and memorabilia. In addition, environmentally-friendly "green" elements have been included in the new building design.

Did you know that Hayward's airport is a busy one, with more than 450 airplanes based there and more than 83,000 takeoffs and landings each year? This general aviation airport serves the transportation needs of local businesses and residents, and is a convenient gateway for visitors arriving to Hayward via general aviation aircraft. The Hayward Executive Airport is also financially self-sufficient and provides 300 jobs and over \$300 million in annual economic benefits.

*Hayward Executive Airport*, 293-8678  
20301 Skywest Dr., 94541

## 2-1-1 INFORMATION

Dial 2-1-1 for Housing, Health, and Human Services Information. A free, non-emergency, confidential service, 2-1-1 provides easy access to **housing information, and critical health and human services**. It operates 24 hours a day, 7 days a week with multi-lingual capabilities.

[211alamedacounty.org](http://211alamedacounty.org)



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## Another Mural Addition Hesperian Utility Boxes Updated

Driving down Hesperian Blvd between its southern border with Union City in the south, to Kennedy Park in the north, you may have noticed any of twenty utility boxes that have been painted with portraits of people. These decorated utility boxes are part of the City's ongoing Public Art Program. Through this City funded program, murals are painted

throughout our City to add beauty and help to dissuade graffiti. The latest additions embrace the theme "Celebrating Hayward's diverse community with portraits of those who live, work, and play here." Local artist and high school teacher Andrew Kong Knight was commissioned to paint the mural portraits. To learn more about Hayward's Mural Art Program, visit: [bit.ly/wxc5Qp](http://bit.ly/wxc5Qp).



*Stacey Bristow, Neighborhood Partnership Manager*  
583-4233, 777 B St., 94541

## Eliminate Energy Waste With Free Online Tool



Wondering why your energy bills are so high, or which appliances in your homes consume the most electricity? Hayward residents who want to eliminate

energy wasters in their homes can receive a personalized energy diagnosis with the new Home Energy Analyzer. This free online tool helps you learn about how your home is using energy and provides tips and suggestions that can save money on energy bills and create a more comfortable home.

The Home Energy Analyzer uses PG&E smart meter data to evaluate energy usage and provides real-time information accessible from any computer or mobile device. By pinpointing where energy is being used – and wasted – you can determine the right energy-saving home improvements to suit your needs. The Home Energy Analyzer provides customized energy saving recommendations including conservation behaviors and do-it-yourself improvements. Homeowners looking to complete more comprehensive energy-efficient home improvements may be eligible for rebates up to \$4,500 through Energy Upgrade California Home Upgrade. On the web: [HomeEnergyAnalyzer.org](http://HomeEnergyAnalyzer.org).

*Erik Pearson, Environmental Services Manager*  
583-4770, 777 B St., 94541



## How Can We Help?

Use [www.accesshayward.com](http://www.accesshayward.com) to find the information you need from the City, make a service request or ask a question. Your submittal will go directly to the staff member who can best help.

## Green House Calls Hayward Youth Hired to Help Community



The California Youth Energy Services (CYES) Program helped Hayward residents save money this summer by making recommendations on how to reduce energy and water. Eight CYES staff, who were also Hayward residents, provided free "Green House Calls" to 277 Hayward households in July and August. At each Green House Call, CYES staff checked the home for efficiency, installed free energy and water-saving equipment, and provided personalized recommendations for further savings.

*Erik Pearson, Environmental Services Manager*  
583-4770, 777 B St., 94541



## 21st Century Library & Community Learning Center Learn More

As any visitor to the Hayward Main Library knows, the community has far outgrown its outdated downtown library building. When the old Hayward Main Library structure was built in 1951, Hayward had a population of only 14,000 people. Today, the City of Hayward is a bustling and diverse community of nearly 150,000 people – ten times more population than when the library was first built. In 2013, Hayward is the fifth largest city in the entire metropolitan Bay Area, and is proudly known as the “Heart of the Bay.”

Although Hayward is among the largest and most populous cities in the region, Hayward’s libraries are by far the smallest of any city or county in the Bay Area when measured by square feet per capita. In fact, Hayward’s libraries are among the very smallest

in the entire State of California.

To address this critical facility issue, in 2007 the City Council authorized a comprehensive community

analysis and design process to begin to develop a new, 21st century Library & Community Learning Center for Hayward. In the coming months, your community library will be calling together a series of community meetings to

further develop and finalize the details of this exciting project for the future of Hayward. On the web:

[library.hayward-ca.gov](http://library.hayward-ca.gov).

*Sean Reinhart, Library & Community Svcs Director,  
881-7956, 835 C Street, 94541*



**Get a Free Tree!**  
The City is building its urban forest by planting one of five different kinds of trees in the right-of-way for those who request it. For details, call Landscape Maintenance at 583-8907.



## What a Difference A Tree Can Make Community Landscape Project

A vacant plot of land along the railroad tracks on Whitman Ave. recently underwent a transformation. An area that was plagued with litter, debris, and complaints of vandalism is now a beautiful place for passersby to enjoy. Through a City and community partnership, the neighborhood and City staff completed a Landscape Beautification Project. It’s amazing what

successful and has improved the neighborhood appearance by reducing litter, debris, and complaints of vandalism. To learn more about how your neighborhood can participate in a Landscape Beautification Project, contact Landscape Maintenance.

*Landscape Maintenance, 583-8907  
16 Barnes Ct., 94544*



beauty trees can bring. Together, the Whitman Ave. Homeowners Association and City staff planted 48 Swamp Myrtle trees and 17 Oleander shrubs, placed decorative boulders, and placed recycled bark mulch in the area of Whitman Ave. near the overpass foot bridge by Tennyson High School. The project was



### Disaster Preparedness Starts Before Disaster Strikes—be ready!

Get informed about what it takes to cope with a disaster. From earthquakes to fires to floods, Hayward Fire has info and classes to help you plan for an emergency.  
<http://bit.ly/Pzu6VH>



Access Hayward, The City of Hayward's info, reporting and comment service, is always available:  
**WWW.ACCESSHAYWARD.COM**

## UPCOMING CITY EVENTS

More info & meetings at [www.hayward-ca.gov](http://www.hayward-ca.gov)

Every Saturday

### Farmers Market

City Hall Plaza from 9am to 1pm

Every Monday

### Off The Grid: Mobile Food Market

Mission Blvd & D St from 5 to 8pm

Every Fourth Saturday

### Neighborhood Clean-Up

Various Locations, 8:30am to Noon

December 5

### Light Up The Season

City Hall, 5 to 8:30pm

December 7

**Lawyer in the Library**, Noon to 2pm

**Laughter Yoga**, 3 to 5pm

Main Library

December 14

### Pet Adoption Event, Home for the Holidays

Hayward Animal Shelter, 1 to 5pm

December 23 thru Jan 1

### Holiday Business Closure

City Hall Closed

January 4

**Lawyer in the Library**, Noon to 2pm

**Laughter Yoga**, 3 to 5pm

Main Library

More info & meetings at [www.hayward-ca.gov](http://www.hayward-ca.gov)

## New Alert System for Emergency Notification Sign Up

# CODE RED®

Keeping citizens informed.



### COMMUNITY NOTIFICATION ENROLLMENT

Did you receive a call from our Hayward Fire Chief Garrett Contreras? Hayward residents recently received an automated message from the Chief that let them know about a new community emergency notification system, **Code Red**. Code Red is a high-speed mass notification system that provides City of Hayward Fire and Police departments with the ability to deliver thousands of messages to targeted homes or business in the City at a rate of up to 60,000 calls per hour. The system will even automatically call back if the phone call is not answered or if a message is left.

Don't worry, your information will only be used for public safety notifications. Sign up today to be notified by your local emergency response team in the event an emergency situation or critical community alert. On the web: <http://bit.ly/1b3Yrsp>

Hayward Emergency Services Office, 583-4948

777 B St., 94541

## Housing Rehabilitation Available for Qualified Residents



The condition of your home is a critical factor in maintaining health and safety. Hayward's Housing Rehabilitation Program is designed to help eligible Hayward homeowners' repair deteriorating conditions and maintain a healthy living environment. Applicants must provide proof of eligibility as seniors (age 62 and older), as severely disabled, or HUD

qualified low-income. Repair requests are prioritized by risks to health and safety, and are limited to projects that improve accessibility and mobility, correct citations issued by mobile-home park personnel, or address failing systems like roofs or plumbing.

Hayward Housing Rehabilitation Program, 583-2050

777 B St., 94541

## Subscribe to Hayward Highlights It's Easy and Free

Thanks for reading Hayward Highlights, the City's quarterly newsletter that lets you know about important doings, useful information, and progress we're making in getting work done to improve day-to-day life in the City. We cover a variety of topics that we think you'll find informative, useful, and present opportunities to get involved directly.

If you'd like to receive it in the future, just visit the Newsletter's webpage on the City's website to sign up to receive it via email or to download it directly. Additionally, you can give us feedback on anything you read by contacting the author of a piece or write us at [HaywardHighlights@hayward-ca.gov](mailto:HaywardHighlights@hayward-ca.gov). Finally, Access Hayward is a great place to ask questions, request information, or report problems. Let us know how we can help.



### Keep in Touch!

@cityofhayward on **Twitter**

/cityofhaywardca on **Facebook**

